

MICRO PAYMENT-BASED ADVERTISING**ABSTRACT**

A method for electronic advertising by an advertiser includes posting an advertisement for an item offered to a buyer for purchase from a merchant on a page per fee basis at a predetermined price via a network link to a network address represented in the advertisement by an alias, which conceals the network address from the buyer. Upon receiving an invocation of the link from the buyer, an order is transmitted to the merchant for supply of the item to the buyer in exchange for payment of the price by the buyer. The item is conveyed, responsive to the order, from the merchant to the buyer, and the advertiser receives a predefined portion of the price paid by the buyer in consideration for posting the advertisement.